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| <p>the grouping of related information.</p> <p>Even though it is important to ensure visual consistency, steps should be taken to emphasize important text. Commonly used headings should be formatted consistently, and attention-attracting features, such as animation, should only be used when it adds to the information.</p> | <p>11:6 Emphasize Importance</p> | <p>Change the font characteristics to emphasize the importance of a word or short phrase.</p> |
| | <p>11:7 Use Attention-Attracting Features when Appropriate</p> | <p>Draw attention to specific parts of a Web page with the appropriate (but limited) use of moving or animated objects, size differential between items, images, brightly-colored items, and varying font characteristics.</p> |
| <p><u>Chapter 12: Lists</u> Lists are commonly found on Web sites. Each list should be clearly introduced and have a descriptive title. A list should be formatted so that it can be easily scanned. The order of items in the list should be done to maximize user performance, which usually means that the most important items are placed toward the top of the list. If a numbered list is used,</p> | <p>12:1 Order Elements to Maximize User Performance</p> | <p>Arrange lists and tasks in an order that best facilitates efficient and successful user performance.</p> |
| | <p>12:2 Display Related Items in Lists</p> | <p>Display a series of related items in a vertical list rather than as continuous text.</p> |